Introduction
This communications toolkit can be used to help spread the word about National Carers Week and the event/activity you have planned to recognise and celebrate carers.

What is National Carers Week?
Anyone at any time can become a carer, and National Carers Week is an opportunity to raise awareness among all Australians about the diversity of carers and their caring roles.

This year, National Carers Week will run from Sunday 16 to Saturday 22 October.

The theme for National Carers Week 2016 is Carers Count, which will focus on the number of carers in Australia, the hours of care they provide and the value of that unpaid care. Putting these numbers in the spotlight will demonstrate how much Australia counts on carers.

During National Carers Week individuals and communities across Australia will be encouraged to ‘Let carers know they count’ by holding or participating in activities and events, saying Thank You on the www.carersweek.com.au website and engaging with Carers Associations via social media.

Who is the audience?
With over 2.8 million family and friend carers in Australia, it is likely that you are a carer, need a carer or know a carer, and we aim to communicate this broadly across Australia.

Primary audience
• Carers, including young carers, and those they care for
• Media
• Politicians
• Business / employers
• General population

Secondary audience / influencers
• Peak bodies, such as ACOSS, COTA, Mental Health Australia, People with Disability Australia, Mission Australia, etc.
• Corporate bodies, such as Australian Chamber of Commerce and Industry, HESTA, Business Council of Australia, etc.
• State government departments and agencies

Key Message
36 million hours of care every week. That’s how much we count on carers.
Why promote National Carers Week and your event/activity?

Local publicity of your event can help attract new carers to your group, raise awareness of carers in the community and help promote National Carers Week.

If you have been successful in securing a grant to celebrate National Carers Week, we ask that you acknowledge Carers NSW and NSW Department of Family and Community Services in all promotional material and at the event itself.

You can do this by including the following sentence in your flyers, emails about the event, your website and other promotional material:

"Funded by Carers NSW on behalf of NSW Department of Family and Community services."

National Carers Week

Below are some simple ways you can help spread the word.

<table>
<thead>
<tr>
<th>Share materials and resources</th>
<th>We have created a suite of materials and resources for print and online that you can use to promote your National Carers Week event. The link to download or order these materials is available in the resource section of this toolkit.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include in your communications</td>
<td>We have drafted suggested text for your website and newsletters to help you share information about National Carers Week and your event. See our resources section.</td>
</tr>
<tr>
<td>Post and tweet it</td>
<td>You can use our social media guide to distribute messages about National Carers Week and your event through your social media platforms.</td>
</tr>
<tr>
<td>Share your pictures</td>
<td>Share pictures of your National Carers Week event or your carer support group with us. Complete the Photo and Digital Images Consent form, available to download from <a href="http://www.carersnsw.org.au/national-carers-week-2016">www.carersnsw.org.au/national-carers-week-2016</a>, and send them to <a href="mailto:commsteam@carersnsw.org.au">commsteam@carersnsw.org.au</a> or Carers NSW, PO Box 785, North Sydney NSW 2059</td>
</tr>
<tr>
<td>Share this document</td>
<td>We are very grateful for your support and encourage you to send this toolkit to any individuals and organisations who may also be interested in sharing information about National Carers Week.</td>
</tr>
<tr>
<td>Keep us in the loop</td>
<td>We would be grateful to receive copies of any communications you distribute through your networks. Please send these to <a href="mailto:commsteam@carersnsw.org.au">commsteam@carersnsw.org.au</a></td>
</tr>
</tbody>
</table>
There are over 2.8 million family and friend carers in Australia providing 36 million hours of care and support every week to a family member or friend who has a disability, mental illness, drug and/or alcohol dependency, chronic condition, terminal illness or who is frail.

Australia counts on carers and National Carers Week, which runs from 16 – 22 October 2016, is a time to recognise and celebrate the outstanding contribution carers make to our nation. Anyone at any time can become a carer and National Carers Week is an opportunity to raise awareness among all Australians about the diversity of carers and their caring roles.

Let carers know they count by holding or participating in National Carers Week activities and events, saying Thank You on the www.carersweek.com.au website and engaging with Carers NSW via social media.

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We are letting carers know they count by holding a National Carers Week event on [Insert date] at [Insert venue]. Please RSVP by contacting [Insert contact name and details].

Funded by Carers NSW on behalf of NSW Department of Family and Community services.
To help raise awareness of National Carers Week we have created posters that you can distribute and display. The resources are available to download from [www.carersnsw.org.au/national-carers-week-2016](http://www.carersnsw.org.au/national-carers-week-2016) or by contacting the Carers NSW Communications Team on 02 9280 4744 or commsteam@carersnsw.org.au.
Social Media Guide

You can use the text below to distribute messages about National Carers Week and your event through your social media platforms.

Twitter: @CarersNSW
Facebook: @carersnewsouthwales
Hashtag #carers2016 or #CarersCount

Suggested Posts

National Carers Week

Family and friend carers provide 36 million hours of care and support every week. That’s how much we count on carers. #CarersCount

Family and friend carers provide over $1 billion of unpaid care every week. That’s how much we count on carers. #CarersCount

Show carers they count during National Carers Week. Say thanks today: www.carersweek.com.au #CarersCount

Australia counts on carers. Say thanks today: www.carersweek.com.au #CarersCount

Your Event

Do you know a Carer? Tell them to come along to our event on ___ at ____ #carerscount

Are you a Carer? We want you to come to our event on ____ at ____ #carerscount